

Boulder Human Relations Commission (HRC)
and
Youth Opportunities Advisory Board (YOAB)

Request for Proposals: 2017 Dr. Martin Luther King, Jr. Day Events

Deadline: 5 pm, Friday, August 19, 2016

Fund Description

The HRC/YOAB MLK Day Fund is a source of financial support for events that honor the life of, and inform the Boulder community about the work of Dr. Martin Luther King, Jr. Objectives of the Fund are to engage the Boulder community in an effort to come together to explore in detail MLK's contributions to a fairer society and to inspire Boulder residents to continue the pursuit of his dream. All events supported by the Fund must be: part of a coordinated City of Boulder MLK Day of activities on Jan. 16, 2017, be free of admission, and be open to the public. Factors to be considered in funding decisions include:

- Potential to attract and engage an audience; and
- Potential to extend insight into the life and dream of MLK

The City's Role

City of Boulder Community Relations staff will lead a committee made up of MLK Fund grantees to coordinate events and distribute a poster that advertises all funded events. The Youth Opportunities Advisory Board members will again host a Youth Day of Service for high-school - age students to engage in volunteer activities on Saturday, Jan. 14, 2017. Day of Service host site applications will be available in September 2016.

Available Funds

Groups are eligible for grants with a maximum amount of \$1000.

Eligibility

Funding requirements include the following:

- A community group does not need to be a 501 (c) (3) nonprofit organization to apply. Any group of three or more unrelated Boulder residents with an idea for an event that fits the guidelines is eligible to apply.
- The event must occur during the City of Boulder's MLK Day on Jan, 16, 2017 and take place within the city limits of Boulder.
- The event must engage and educate the larger community; events may target different age groups and the event must include a goal of inclusivity and respect for diversity.
- Grantee must participate on a planning committee with other MLK Fund grantees to coordinate location and times of activities. This committee will tentatively meet monthly September through December 2016 at a mutually agreed upon time.
- MLK Fund grants may be used only for non-personnel related expenses, such as food, postage, marketing, onsite childcare expenses during the event, interpretation, and office supplies. They cannot be used to compensate event organizers, although the grant may pay for a guest speaker or entertainment at an event.
- Funded groups are required to recognize HRC/YOAB support on any event publicity and at the event itself. City of Boulder Community Relations will coordinate a joint press release and pay for a poster that advertises all funded events.

- Following the event, funded groups are required to appear at a designated HRC meeting and report on the event including attendance data. Failure to appear at the designated meeting will negatively affect future funding requests.

The MLK Fund will not support:

- Proposals that are not from Boulder residents or groups. Community groups are, however, encouraged to partner with other groups for their event.
- Organizations that have failed to meet their contractual requirements for past City of Boulder funding.
- Events that are not free and open to the public. Admission may not be charged at these events.

Deadline:

Applications must be received by **5 p.m., Friday, Aug. 19, 2016**. No late applications will be accepted. Applications should be emailed to Carmen Atilano AtilanoC@bouldercolorado.gov.

To Apply:

Please submit your application in the following order:

- **Cover Sheet** (see attached)
- **Narrative** – answer the seven questions below. Please use no more than two single-spaced pages for your responses.
 1. Who is on the organizing body of this event and what is their relationship to the community of the event they are planning? Please list members of the organizing body or co-sponsoring groups if it is a collaborative effort.
 2. Provide a description of the event, including:
 - a. a general description of the event, including who will facilitate it;
 - b. how your event will engage and educate the community about MLK; and
 - c. how your event will foster inclusivity and respect for diversity.
 3. If your event is targeting youth, how will youth be involved in the planning and implementation of the event?
 4. What are the goals of the event?
 5. How will you advertise and attract participants to your event?
 6. Are you applying to another City of Boulder department for money to cover the cost of your 2016 event? If so, please specify.
 7. If you were a recipient of the 2016 Boulder MLK funding, how has the project evolved from your experience of implementing the project and community feedback?
- **Budget Table** (see attached): Using the attached budget sheet, provide a detailed, projected budget of expenses and revenues for your 2017 event (including this Fund).

Applications should be submitted via email by Aug. 19, 2016 by 5 p.m. to Carmen Atilano at atilanoc@bouldercolorado.gov.

For more information, please contact Carmen Atilano, Community Relations Manager at AtilanoC@bouldercolorado.gov or 303-441-3141.

Cover Sheet: 2017 Martin Luther King Day Events

Grant Request (up to \$1000): _____

Agency Name
Street Address
City, Zip Code
Telephone, Fax, Website
Event Name
Event Location (if on Pearl Street Mall, please provide block number)
Contact Person
Email Address
Event Description <i>(please do not exceed space provided)</i>

MLK Day Event Budget Table

Budget Item	Projected Expense
Postage	
Advertising	
Copying	
Office Supplies (Please specify): 1) 2) 3) 4) Office Supply Total	
Space Rental	
Food	
Other Direct Costs (Please specify): 1) 2) 3) 4) Other Direct Costs Total	
Total Expenses	
Revenue Sources	Revenue Amount
Amount Requested from HRC/YOAB MLK Day Event Fund	
Other Sources 1) 2) 3) 4)	
Total Revenue	